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# Planning and Communicating Progress

## Local Capacity Development Training

Cairo, Egypt  
2012

***USAID FORWARD***  
**PARTNERSHIP. INNOVATION. RESULTS**



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# Legislative and Public Affairs

## Structure

- Press
- Public Engagement
- Social Media
- Strategic Publications
- Development Outreach Coordinator (DOC) program
- Congressional Liaison Officers

## Audience

- American Public
- Congress
- Interagency
- US based Development Community (Think Tanks, Universities, Foundations, Faith-Based Organizations, Professional Organizations, Peace Communities, NGOs, Contractors, etc.)
- International Development Community (OECD, UNGA, CGI, World Bank, DfID, CIDA, AID Effectiveness Groups, etc.)



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# LPA Support Responsibilities

## PUBLIC AFFAIRS

- Press Inquiries
- Press Stories & Releases (By staff, about staff, about our work)
- Social Media outlets (FB, Twitter, Livestreaming)
- All Administrator and Deputy Administrator Public Appearances
- Telling Our Story
- Frontlines
- Branding (Domestically and waivers internationally)
- *Moving Forward*
- *Case Studies*

## LEGISLATIVE AFFAIRS

- Congressional Reports
- Congressional Notifications
- Congressional Inquiries
- Congressional Delegations
- Congressional Testimony, briefings

## CROSS CUTTING

Review **all** documents to be released publicly

- White Papers
- Policy Documents
- Regulation Changes
- Public Announcements
- Interagency Briefings



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# Message Framework

## **NATIONAL SECURITY (INTEREST):**

**Our work is both from the American people and for the American people.**

We help keep our country safe, develop the markets of tomorrow and express American values.

To generate prosperity and security for the developing world and the American people, USAID is building a modern development enterprise and implementing innovative, cost-effective strategies

## **REFORM:** We are building a modern development enterprise.

We are fundamentally changing USAID; transforming it from a traditional aid agency into a modern development enterprise.

## **RESULTS:** We are implementing innovative strategies to achieve real results at lower cost so more can benefit.

Across our areas of core focus, USAID is implementing innovative, cost effective strategies to save lives and create the conditions where our assistance is no longer necessary.



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## Questions We Ask in LPA

- What is the **purpose** of having such stories available? How will it be used? For what **audience**?
- How does this fit into the larger **public affairs environment** for USAID?
- Is there any **internal USG information**? Is there any USAID **jargon**?
- **SUCCESS**: What specifically makes this successful?
- **PROGRESS**: How does this contribute to a larger effort and message? (How does this contribute to the larger USAID reform story about doing business better/smarter? Eg. If you have one court system that great, but it operates in a corrupt overall system, then has anything actually been achieved in a ROL project?)
- Was a **lesson learned** about what didn't work related to the program, or something related? It would be interesting to know what we learned and how we changed gears to help create a success story.
- How much was the **funding** from USAID for this? (LEGISLATIVE AFFAIRS)
- Why does this matter to **the average American**? (LEGISLATIVE AFFAIRS)



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## A Picture Speaks...

### USAID







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## ...A Thousand Words

# LEARNING





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## LEARNING







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50  
USAID ANNIVERSARY

### MOVING FORWARD

## ADAPTING USAID EFFORTS ON THE GROUND TO BUILD CAPACITY IN EGYPT

By Sahar Aly, Amani Selim, Khaled Farag, and Clinton White



*The USAID Mission in Egypt is changing practices on the ground to strengthen sustainable partnerships with local organizations through an out-reach program by our Financial Analysis Support Team workshop called FAST. This approach is part of an overall strategy in Egypt to build capacity of local organizations and private institutions so they can continue their civil society work to rebuild their country.*

### BACKGROUND

In June 2011, USAID/Egypt hosted a Capacity Building Workshop to help local non-government organizations (NGOs) that are politically and socially transforming the country. The workshop is part of a series of services provided by USAID to improve the effectiveness of USAID funds granted and mitigate risks that can arise working with inexperienced or new NGOs. The main objectives of the five day workshop are to strengthen institutional capabilities and support sustainability and competitiveness to receive future donor funds beyond USAID. Conducted in Arabic, and designed and completely carried out by USAID staff, it represents a major shift in our



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## WORKING TOGETHER





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USAID 50 ANNIVERSARY

## MOVING FORWARD: STORIES FROM THE FIELD

### LEVERAGING OTHER DONORS' FINANCIAL ASSESSMENTS

By Clinton White, USAID/Egypt



USAID/Rwanda

*"USAID could see the progress of our development investment through the public financial management reform strategy's contribution to the ultimate goal of effective and accountable use of public resources as a basis for economic development and poverty eradication."*

From June through December 2010, I was assigned to the Government of Rwanda (GOR) under a secondment to participate on a host country assessment team using the Public Expenditure and Financial Accountability (PEFA) framework. The goals of the Public Expenditure and Financial Accountability (PEFA) Program are to strengthen the ability of partner countries and donor agencies to:

- 1) Assess the condition of a country's public expenditure (how government spends money), procurement (how government buys goods and services) and financial accountability systems; and
- 2) Develop a practical sequence of reform and capacity-building actions.

The PEFA assessment is used by bilateral and multilateral donors such as the World Bank to assess the financial viability of a government system before partnering with them. USAID uses PEFA results as part of our own thorough risk assessments conducted before we decide to partner with a government. For this reason, USAID Rwanda assigned a direct hire USAID officer to the team of international and local consultants funded by the World Bank and KfW (a German government-owned development bank). As that officer, I found myself at the cusp of the USAID Forward agenda to transform the Agency and reach its full potential to achieve high-impact development



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## WOMEN, LEADERSHIP, CONFLICT





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## WOMEN, LEADERSHIP, CONFLICT







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## NATIONAL ACTION PLAN FOR WOMEN, PEACE AND SECURITY



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USAID 50th ANNIVERSARY

CONTACT  
INSPECTOR GENERAL  
PERFORMANCE AND ACCOUNTABILITY  
f t y in  
 SEARCH

ABOUT USAID

LOCATIONS

OUR WORK

PUBLIC AFFAIRS

CAREERS

BUSINESS | POLICY



Credit: Marc Holter/AFP

The United States  
National Action Plan

on Women, Peace,  
and Security

**FWD**  
FAMINE  
WAR  
DROUGHT  
RELIEF  
Do more than donate. FWD the facts.

impact

a weekly look at U.S.  
around the world

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Latest News

Two-Year Commemoration of the  
Earthquake in Haiti

01/10/2012 - Two years since the earthquake struck Haiti, USAID—working closely with other U.S. Government agencies and the international community, and in support of the Government of Haiti's objectives—has provided significant support for the emergency response and recovery process, and has provided a base for long-term sustainable development in the areas of infrastructure, energy, economic security, food security, health,

Impact Blog

Opening Development Finance Data for  
Transparency and Increased Donor  
Collaboration

01/10/2012 - Since 1999, USAID has been using our Development Credit Authority (DCA) to mobilize local financing through credit guarantees. These guarantee agreements are designed to encourage lenders to extend financing to new sectors and regions, or to improve loan terms.

Where We Work



The Foreign Assistance Dashboard provides a view of



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## Implementation and Procurement Reform Goals

### Objective 2: Strengthen local civil society and private sector capacity to improve aid effectiveness and sustainability (Aug 2010)

- Work closely with our implementing partners to ensure that in all of our programs there is a **focus on strengthening the capacity of local entities**;
- Build into implementing partners' agreements **metrics** to achieve capacity building objectives;
- Increase the number of partners and percentage of total dollars through **direct grants** with local nonprofit organizations; and
- Increase the number of partners and percentage of total dollars through **direct contracts** with local private businesses.